VISION — most often referring to “the ability to think about or plan the future with imagination or wisdom,” visions can be far away and difficult to see clearly.

For more than 10 years, Seattle residents have been using imagination and wisdom to develop the community’s vision for the waterfront to seize a once-in-a-century opportunity to transform Seattle.

We put our community values of equity and access at the center of every discussion, and the public voiced its desires for a vibrant waterfront with room for people, plants, salmon, sidewalks, lighting, streets, piers, music, and more. After removing the 68-year-old Viaduct, that vision of an active, vibrant, open space became a lot clearer.

Now that the Viaduct is down, Seattle has an actual view of the waterfront.

We have achieved major milestones this year. Both the project and Friends are turning a corner. Traffic is flowing through the tunnel and the Viaduct has been cleared from view. It is now time to make our vision a reality.

All of the public funding components are in place, and Friends’ comprehensive campaign for private funding is accelerating.

When City Council passed the Local Improvement District (LID) legislation in February, the final public funding component clicked into place. That legislation also formalized a new joint-delivery model, making Friends a formal partner in operating and managing the waterfront park along with accountability to ensure the City lives up to its operating commitments.

Friends’ comprehensive campaign is the energy behind building a safe, beautiful, vibrant, and fun Waterfront for All. The funds raised will help construct the park, grow Friends to be a strong park partner, and fund programming for the next 10 years, beginning with Pier 62.

We have been bringing a diverse selection of educational, recreational, and cultural activities to the waterfront each summer for the last five years. This approach to park programming is driven by people and organizations in Seattle’s diverse community. With the opening of Pier 62 in Spring 2020, we will be able to do even more, which will scale to the entire park in 2023 - 2024.

Keep reading for information about how we are:

• Making strong progress on our goals (pages 10-11)
• Delivering great park programs (pages 12-13)
• Providing public benefits (pages 14-15)
• Building a foundation for the future (pages 16-17)

All the best,

Heidi Hughes, Executive Director
OUR FUTURE PARK

Friends of Waterfront Seattle (Friends) is the City of Seattle's nonprofit partner helping to build the future Waterfront Park and ensure its lasting success. Following the public-benefit partnership model, we educate the public about the park and its benefits, raise philanthropic funds to build and support operations of the park, and will partner with the City to manage and program the park in perpetuity.

Our goal is to realize the public's vision for a waterfront park where all communities can share cultural, recreational, and civic experiences in a safe, beautiful environment. Friends will manage the new public spaces with Seattle Parks & Recreation through a joint-delivery model beginning with Pier 62, which opens Spring 2020. The park is expected to be completed 2023 – 2024.

WHAT WE DO

EDUCATION AND ENGAGEMENT
Friends helps people see the vision of the future park, and advocates for all aspects of its life. This year, we commissioned an economic analysis to add to the public's understanding of how the park will contribute and benefit our community. Friends also partners with organizations and other nonprofits to ensure the park is diverse and welcoming. See pages 14-15 for more about how the park benefits our entire community.

FUNDRAISING
The waterfront is a public-space project of unusual complexity. A public-private partnership between the City and Friends of Waterfront Seattle ensures we can have a waterfront that is well maintained, active, and safe forever. Friends commenced its comprehensive campaign this year to achieve an overall goal of $200M: $110 million in capital payments due to the City to support construction costs by 2024, plus another $90 million to program the park for a decade, build Friends capacity, and establish a healthy park operating reserve.

PROGRAMMING
In partnership with the City of Seattle, Friends will activate the park with educational, cultural, and recreational programs. This programming will ensure the park is active throughout the year with community happenings and events that establish the park as a place that belongs to everyone. We work with a diverse group of organizations, some as well known as KEXP and the Seattle Sounders' FC RAVE Foundation, and others unique and emerging, such as 206 Zulu, Au Collective, and Kinesis Project Dance Theatre. When the park is complete, it will be a place for families from all walks of life to enjoy year round. See pages 12-13 for waterfront programming details.

The principles guiding this vision are:
- Create a waterfront for all
- Put the shoreline and innovative, sustainable design at the forefront
- Reconnect the city to its waterfront
- Embrace and celebrate Seattle's past, present, and future
- Improve access and mobility for people and goods
- Create a bold new vision that is adaptable over time
- Develop consistent leadership from concept to ongoing maintenance and operations

HOW WE DO IT

JOINT-DELIVERY MODEL
Working under a joint-delivery model with Seattle Parks & Recreation, the City will provide basic maintenance with public funding, and Friends will provide a broad range of public programming with funding from private sources. The City and Friends share the goal to make the central waterfront a vibrant public space where all communities can share cultural, recreational, and civic experiences year-round in a safe, beautiful environment.

To ensure successful Waterfront Park operations, maintenance, safety, and cultural and recreational programming, the City established an oversight committee. This committee consists of 14 members appointed by the Mayor and Council, and five nonprofits with public space management expertise. The group will establish a performance standard for the new park based on other successful urban parks nationally, and report annually to the Mayor and City Council on operations and maintenance.
DECEMBER 2009
Central Waterfront Committee (CWC) is formed by City ordinance to advise on public spaces and framework for waterfront design.

SEPTEMBER 2010
James Corner Field Operations (JCFO) wins international competition to work with the City to design Seattle's waterfront park.

SPRING 2011
Broad public outreach with wide-ranging community participation to design waterfront park begins.

JUNE 2015
Pike Place Market's MarketFront groundbreaking.

JULY 2012
Informed by community input, waterfront park concept designed by JCFO and CWC strategic plan rolls out.

AUGUST 2015
Seattle Aquarium Master Plan expansion approved by Mayor and City Council.

MARCH 2016
Council action authorizes Pike Place Market expansion, MarketFront, with DART in City Council funding. MarketFront will connect to the future waterfront, making it an expansion enabled by the park project.

JUNE 2017
Pike Place Market's expansion, MarketFront, opens.

JULY 2016
City Council approves Pier 62 Master plan project, allowing Friends and City to deliver a piece of the waterfront park early.

FALL 2017
Groundbreaking for Pier 62 rebuild project.

SEPTEMBER 2018
Friends of Waterfront Seattle and City open Waterfront Space, a public project showroom, event space, and Friends' headquarters.

JUNE 2019
Pike Place Market's expansion, MarketFront, opens.

EARLY 2019
Alaskan Way Viaduct is removed; waterfront park construction begins.

SPRING 2020
Rebuilt Pier 62 opens to public.

2023-2024
Entire waterfront park opens to public.

PUBLIC OUTREACH & PLANNING
SEPTEMBER 2010
James Corner Field Operations (JCFO) wins international competition to work with City in design Seattle's waterfront park.
JULY 2012
Informed by community input, waterfront park concept designed by JCFO and CWC strategic plan rolls out.
NOVEMBER 2012
Metropolitan Park District (MPD) approved by Seattle voters: designates $3.5M in annual support for waterfront park operations and maintenance.
JUNE 2015
Pike Place Market's MarketFront groundbreaking.
JULY 2016
City Council approves Pier 62 Master plan project, allowing Friends and City to deliver a piece of the waterfront park early.
FALL 2017
Groundbreaking for Pier 62 rebuild project.
EARLY 2019
Alaskan Way Viaduct is removed; waterfront park construction begins.
SPRING 2020
Rebuilt Pier 62 opens to public.

IMPLEMENTING THE PLAN
AUGUST 2014
Metropolitan Park District (MPD) approved by Seattle voters: designates $3.5M in annual support for waterfront park operations and maintenance.
MARCH 2015
Council action authorizes Pike Place Market expansion, MarketFront, with DART in City Council funding.
JUNE 2017
Pike Place Market's expansion, MarketFront, opens.
JULY 2016
City Council approves Pier 62 Master plan project, allowing Friends and City to deliver a piece of the waterfront park early.
FALL 2017
Groundbreaking for Pier 62 rebuild project.
EARLY 2019
Alaskan Way Viaduct is removed; waterfront park construction begins.
SPRING 2020
Rebuilt Pier 62 opens to public.

PARK CONSTRUCTION
AUGUST 2014
Metropolitan Park District (MPD) approved by Seattle voters: designates $3.5M in annual support for waterfront park operations and maintenance.
MARCH 2015
Council action authorizes Pike Place Market expansion, MarketFront, with DART in City Council funding.
JUNE 2017
Pike Place Market's expansion, MarketFront, opens.
JULY 2016
City Council approves Pier 62 Master plan project, allowing Friends and City to deliver a piece of the waterfront park early.
FALL 2017
Groundbreaking for Pier 62 rebuild project.
EARLY 2019
Alaskan Way Viaduct is removed; waterfront park construction begins.
SPRING 2020
Rebuilt Pier 62 opens to public.

PUBLIC OUTREACH & PLANNING
SEPTEMBER 2010
James Corner Field Operations (JCFO) wins international competition to work with City to design Seattle's waterfront park.
JULY 2012
Informed by community input, waterfront park concept designed by JCFO and CWC strategic plan rolls out.
NOVEMBER 2012
Metropolitan Park District (MPD) approved by Seattle voters: designates $3.5M in annual support for waterfront park operations and maintenance.
JUNE 2015
Pike Place Market's MarketFront groundbreaking.
JULY 2016
City Council approves Pier 62 Master plan project, allowing Friends and City to deliver a piece of the waterfront park early.
FALL 2017
Groundbreaking for Pier 62 rebuild project.
EARLY 2019
Alaskan Way Viaduct is removed; waterfront park construction begins.
SPRING 2020
Rebuilt Pier 62 opens to public.

IMPLEMENTING THE PLAN
AUGUST 2014
Metropolitan Park District (MPD) approved by Seattle voters: designates $3.5M in annual support for waterfront park operations and maintenance.
MARCH 2015
Council action authorizes Pike Place Market expansion, MarketFront, with DART in City Council funding.
JUNE 2017
Pike Place Market's expansion, MarketFront, opens.
JULY 2016
City Council approves Pier 62 Master plan project, allowing Friends and City to deliver a piece of the waterfront park early.
FALL 2017
Groundbreaking for Pier 62 rebuild project.
EARLY 2019
Alaskan Way Viaduct is removed; waterfront park construction begins.
SPRING 2020
Rebuilt Pier 62 opens to public.
SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

LOOKING SOUTH FROM PIER 62
Images by James Corner Field Operations courtesy of the City of Seattle

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION

SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION

SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION

SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION

SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION

SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION

SEATTLE’S FUTURE WATERFRONT PARK OPENS WITH PIER 62
THE FIRST PIECE TO BE DELIVERED 2020

OPENING 2023-2024
The entire 20-acre Waterfront Park

HABITAT BEACH
BIKE PATH
PROMENADE GARDENS
YEAR-ROUND USE
ELEVATED VIEWS
RECREATION
Making Strong Progress

The demolition of the Viaduct is a striking visual expression of the waterfront’s progress, but other milestones have just as much significance — and less dust.

Seattle’s vision for a new waterfront park cannot happen without a strong public-private partnership. The scale of the project, both its initial construction as well as its ongoing maintenance and operations requires diverse funding streams and distinct talents.

One of this year’s major milestones is the formalizing of Friends’ Pier 62 operating agreement with the City, Friends is responsible for important aspects of the park, including our continued, successful work with Law Enforcement Assisted Diversion (LEAD). Under the partnership, Seattle Parks & Recreation carries out basic maintenance and Friends will provide park programs and activation.

Programming Successes in Safe, Beautiful Spaces

Great parks around the world are accessible, comfortable, active, and social. The City of Seattle and Friends are deploying a proven, three-pronged strategy to ensure the waterfront will be a well-managed and safe public space that is welcoming to all:

1. Diverse programming brings people to the waterfront, ensuring spaces are dynamic, lively, and welcoming.
2. A safe atmosphere where rules of conduct are clear and followed by everyone, with dedicated staff on hand to enforce the rules.
3. People’s social needs are addressed proactively and with compassion — meeting people where they are — while ensuring negative behavior is not allowed.

Operating Commitments with the City

Friends was created in 2012 to be the City’s partner in envisioning and transforming the waterfront. This year marks an important evolution of that relationship.

When the City created the Local Improvement District (LID), it also formalized the commitment to a joint-delivery model with Friends as well as other commitments of funding and other resources to help ensure the park is successful. Those commitments are for a minimum of 25 years, and cannot be changed without the agreement of the property owners.

Specifically:
• $4.8 million in funding for enhanced maintenance to be carried out by Seattle Parks & Recreation and public safety staff
• Friends will program the park and public spaces, beginning with Pier 62. This includes year-round, daily park staffing
• City’s commitment to providing security and funding for 20 years
• Establishes a Central Waterfront Oversight Committee to establish and measure performance standards related to operations and maintenance
• Friends commits to philanthropic support for both capital and operations

Both the City and Friends have committed to a high standard of maintenance and operations. This entails year-round daily staffing and cleaning, enhanced security, and social services.

Public Safety & Helping Those in Crisis: The “Lead” Model in Action

Law Enforcement Assisted Diversion (LEAD) is a law enforcement-led program that proactively connects unsheltered people and those in crises with the services they need. LEAD is supported by a unique coalition of law enforcement agencies, public officials, and community groups. On the waterfront since 2015, Friends, the Seattle Historic Waterfront Association, the Metropolitan Improvement District (MID), Seattle Police Department, and outreach workers have worked collaboratively to implement LEAD.

Through this program, we have seen a 30% decrease in citations and arrests, and a 40% increase in family-friendly event attendance during the last five summers. Waterfront LEAD referrals enable people to receive substance abuse treatment, counseling, and supported housing. We will expand this program along with regular security and social service support as part of park operations in 2023 - 2024.
DELIVERING GREAT PROGRAMMING

THE SUN RISES ON PIER 62
The freshly rebuilt Pier 62 will open Spring 2020. This revitalized public space on the waterfront will give Seattle open room for large concerts and events. It will even be large enough for a miniature soccer pitch — which will be supplied by the Seattle Sounders RAVE Foundation!

Pier 62 also brings with it the benefit of year-round park programming. While Hot Spot was a summer program, Pier 62 will be able to host events in every season, on a scale that has not been possible in years.

SCALING PROGRAMS TO PIER 62
Several well-established annual programs that Friends piloted on Pier 58 will continue and scale up at Pier 62. For example, KEXP Rocks the Dock and KPOP Now! drew the waterfront's largest crowds in 2018 and 2019, and October's Trick or Treat on the Waterfront continues to attract high numbers of people.

We will continue to develop annual programs and experiment with community partners to bring all-season fun and activities to Pier 62, and ramp up for the future park opening 2023 - 2024.

GIVING POWER TO OUR COMMUNITY
The waterfront is Seattle's front porch, and everyone is invited and welcome. That is why we are dedicated to ensuring that waterfront programs reflect our city's diversity.

One example of how Friends will build diversity into the foundation of Waterfront Park operations is through the formation of a group of diverse individuals and organizations who inform waterfront programming, activities, and event decisions — the Park Programming Panel (P3).

Working in close collaboration with the Friends team and board of directors, and made up of community leaders, P3 will provide ongoing recommendations, feedback, and evaluation of inclusive programming ideas and events generated by community members and community-based organizations.

In addition to programming ideas, P3 will directly advise Friends on resource allocation, community outreach, and innovative ways to support the diversity of park users.

50,000+ PEOPLE ATTENDED FRIENDS’ HOT SPOT SUMMER EVENTS FROM 2015 - 2019
The numbers keep climbing as people reclaim this amazing public space along Seattle's central shoreline. Programming is the life of the park and an opportunity for people from all communities and cultures to get involved on the waterfront. Friends is now building an ongoing structure to give communities a voice and platform to co-create meaningful and relevant programs.

OUR GOALS FOR WATERFRONT PROGRAMMING ARE THREEFOLD:
1. Create year-round active, programmed public spaces with a focus on culture, civic engagement, education, and recreation with measurable public benefits
2. Use an equity lens to incorporate the voices, interests, and needs/wants of all communities and cultures in the future of the waterfront
3. Build, support, and maintain partnerships with organizations throughout the City

THE SUN SETS ON HOT SPOT
Hot Spot has been energizing the waterfront since 2015. For the last five years, Hot Spot has attracted visitors, spotlighted partnerships, and tested different approaches to waterfront programming. Five years of summer programming served as research and development for the partnership model. Summer 2019 was the last year of Hot Spot. In the future, we will expand to bigger, all-season events at the newly rebuilt Pier 62 along with programming Pier 58.
ECONOMIC EMPOWERMENT & COMMUNITY ENRICHMENT

WATERFRONT SEATTLE WILL GENERATE SIGNIFICANT ECONOMIC VALUE*

One-time construction of Waterfront Seattle and ongoing impacts of the project will generate meaningful economic impacts for Seattle, including job creation and wages.

One-time construction period impacts:
• $1.1B economic impact
• 6,240 jobs (FTEs)
• $376M in wages
• $30M local taxes

Ongoing impacts from operations and maintenance, programming and amenities including food and beverage sales, and incremental visitor spending:
• $288M ongoing economic impact
• 2,385 jobs (FTEs)
• $103M in wages
• $10M ongoing taxes

WATERFRONT SEATTLE ONGOING ECONOMIC IMPACT SNAPSHOT*

$288M ongoing economic impact
2,385 permanent jobs
$103M wages
$10M local taxes

HOW WATERFRONT SEATTLE BENEFITS ECONOMY & COMMUNITY

It was important for civic leaders and the public to have a better understanding of the different ways our local economy, communities, and environment could benefit from a re-energized waterfront, so we commissioned a deep analysis of the opportunity.

This study, performed by HR&A Advisors, looked at the scale of the park and how similarly sized projects have affected other cities. The findings were fascinating:

• There is economic value from both one-time construction and ongoing operations, maintenance, programming, food and beverage sales, and more.
• The waterfront will get a projected new 1.5 million visitors, who will generate more than 2,000 jobs and $191 million in annual spending.
• Knowledge economy workers want to live and work in dense, walkable, mixed-use environments that offer quality open spaces and social interaction. Waterfront Seattle will be crucial to attracting and retaining those workers.
• The waterfront will be a crucial amenity to nearby neighborhoods, which are more diverse and less affluent than Seattle on average.
• The waterfront comes with many opportunities for small businesses.

Waterfront Seattle will improve quality of life for neighboring communities within one-half mile of the waterfront, which are less affluent and more diverse than Seattle on average. For instance, surrounding neighborhoods rank high on the diversity scale (shown above left), have a median household income of $43,600 per year (versus the Seattle-wide median of $83,500), and 42% of the population in this area is low income (making less than $35,000 per year).

Rising retail rents, a limited inventory of small spaces, falling vacancy rates, and narrow access to debt adversely impact small businesses, and constrain opportunity for low-income populations.

FRIENDS + VENTURES

To consciously ensure that all socioeconomic levels benefit from the economic vitality of the future waterfront, Friends is partnering with Ventures and other organizations to expand opportunities for small businesses in the park. Ventures is a local nonprofit that serves low-income entrepreneurs through business training, capital, coaching, and hands-on learning opportunities to empower underserved communities through business ownership.

• Affordable spaces in the park for vending and concessions
• Incubation of events, catering, and chef career ladders
• Business and customized coaching
• Microloans, and other savings and credit-building tools

WATERFRONT SEATTLE WILL GENERATE SIGNIFICANT ECONOMIC VALUE*

One-time construction of Waterfront Seattle and ongoing impacts of the project will generate meaningful economic impacts for Seattle, including job creation and wages.

One-time construction period impacts:
• $1.1B economic impact
• 6,240 jobs (FTEs)
• $376M in wages
• $30M local taxes

Ongoing impacts from operations and maintenance, programming and amenities including food and beverage sales, and incremental visitor spending:
• $288M ongoing economic impact
• 2,385 jobs (FTEs)
• $103M in wages
• $10M ongoing taxes

*Source: HR&A 2019 Study “Beyond Real Estate Increment: The Value of the Central Seattle Waterfront”

WATERFRONT SEATTLE: RETENTION & OUTPUT*

Along with other major investments planned for the waterfront and downtown, Waterfront Seattle could result in retention of 10% to 20% of talent that would otherwise leave. The retention of just 1,400 workers at risk of leaving the region would generate economic output equivalent to total capital and O&M costs associated with Waterfront Seattle.

The total output associated with potential retention of tech workers far exceeds costs by a measure of at least 6:1.

*Source: HR&A 2019 Study “Beyond Real Estate Increment: The Value of the Central Seattle Waterfront”

**Capital to build the project plus operating and maintenance costs over 30 years

$994M Waterfront Seattle total project costs*
$5.9B-$11.8B total output of retained 8,300 - 16,700 at-risk tech workers
1,400 retained at-risk tech workers needed to break even on Waterfront Seattle investment
BUILDING A FOUNDATION FOR THE FUTURE

Now that all public funding is secured and the Viaduct has been demolished, Friends’ comprehensive campaign is kicking off. Through philanthropic support, Friends will enliven the future Waterfront Park with vibrant, home-grown programs and events.

Many large, signature urban parks across the country benefit by being jointly operated by both a public entity and a nonprofit partner. This creates diversified resources that helps insulate the park from variations in city funding, and ensures we can maintain a clean, safe, and active waterfront. Friends is responsible for raising philanthropic dollars to support construction and programming, and will create earned revenue and sponsorships over time to supplement philanthropic support.

WATERFRONT PARK COMPREHENSIVE CAMPAIGN LAUNCHES
The overall central waterfront project is a $1.03 billion capital project. The $410 million rebuilt Elliott Bay Seawall funded by a voter-approved bond was completed in 2017, and Friends will contribute $110 million of the $724 million needed to complete the park project, with Washington State and the City of Seattle taking care of the rest.

Friends commenced its comprehensive campaign this year to achieve an overall goal of $200 million: $110 million in capital payments due to the City to support construction costs by 2024, plus another $90 million to program the park for a decade, build Friends capacity, and establish a healthy park operating reserve.

FOR WHAT DOES FRIENDS’ $200 MILLION COMPREHENSIVE CAMPAIGN PAY?
Friends is committed to the City of Seattle to raise the following funds:
• $110 million in capital payments to City of Seattle
• $90 million for a decade of park programs, to build Friends’ capacity, and establish a healthy park operating reserve

The increasing visibility of the waterfront transformation is building momentum for Friends’ fundraising and community engagement efforts. With the demolition of the Alaskan Way Viaduct complete and the commencement of Waterfront Park construction in Fall 2019, we are full speed ahead.

Pier 62 opens Spring 2020, and with the Viaduct gone, the waterfront is looking — and sounding — like a different place! Come down and take a look!

The entire Waterfront Park will be complete in 2023 - 2024.

PUBLIC ENGAGEMENT
The plan for this park, both in design and in operations, was developed by the public. Friends’ role from the beginning was to help engage the public in the possibilities, and ensure that community concerns and interests were at the forefront of the waterfront plan. We continue to celebrate that input by inviting feedback and inspiration from members of the public.

Today, now that the parks’ design is complete, we are seeking public input on park programming, in both direct and indirect ways. Our social media avenues are busy, especially with viral shares of the Viaduct removal and the emergent open space. We are also busy building the list of people who subscribe for event updates.

FOUNDATIONAL PARTNERSHIPS
Seattle’s waterfront is a reflection of the city’s values and who we are, and that’s why partnerships are at the center of our work. To highlight the breadth and depth of our collaborative reach, our partners include: KEXP, REI, Seattle Sounders’ RAVE Foundation, and Ventures, just to name a few (see more on page 19).

To increase inclusive community joint programming, Seattle Foundation gifted $500,000 to Friends, Pike Place Market Foundation, and the Seattle Aquarium to spend and leverage over five years. Friends submitted a proposal and budget that highlighted three focus areas:
1. Inclusive programming and outreach
2. Programmatic capacity building
3. Data impact and measurement

As partner organizations, we will work together to increase capacity, scale, and types of programming offered, and address existing community challenges.

PROGRAM PARTNERS
As the park is built out and programming expands to Pier 62, the opportunity for more partnerships will grow. Success will be measured by number, diversity, and partnerships over the next decade.

CREATING ACCESS FOR ALL: WATERFRONT PARK COMMUNITY PROGRAMS
Friends will provide grants to fund community events, art installations, and other small-scale projects and performances. As the pilot progresses, we will scale up the budget according to interest, and go full scale in 2023 - 2024 with a new fund. Details include:
• Up to $5,000 per grant
• Priority will be given to those seeking additional funding from other sources (for example, Seattle’s Neighborhood Matching Fund, 4Culture Project Grants, etc.)
• Emerging artists are encouraged to pursue funding for events that match artist capacity
• Friends will provide support including: funding, permitting, event staff, marketing, access to power and water, and moveable furniture and other amenities
The vision for the future waterfront park was conceived through a community-wide effort. Building and programming the park is fueled by the combined strength of community partners — now and into the future. Friends of Waterfront Seattle deeply values our partnerships with local nonprofits, foundations, government entities, and corporations that make the waterfront project possible.
THANK YOU, SUPPORTERS. YOU ARE MAKING IT HAPPEN.

We are honored to have donor partnership in fulfilling the vision for our waterfront. We are deeply grateful to the many donors whose generosity has helped advance the project.

$10,000,000+
- Walker Family Foundation

$5,000,000-$9,999,999
- Brotman Family Foundation

$3,500,000-$4,999,999
- Anonymous, Nesholm Family Foundation, The Virginia Wright Family, and the Charles and Barbara Hansen Trust

$1,000,000-$2,499,999
- Anne E. Gittinger, Matt Griffin & Evelyn Rozen, Joshua Green Foundation, The Nick & Leslie Hanauer Foundation, Bruce & Jeanie Nordstrom, James & Sherry Raisbeck

$500,000-$999,999
- Anonymous, Grousment Foundation, Christopher & Alida Latham, Jon & Judy Runstad

$250,000-$499,999

$100,000-$249,999
- Ellen Ferguson and the Hugh and Jane Ferguson Foundation, Jeanne Marie Lee, Craig McKibben & Sarah Merner, Nordstrom, Raikes Foundation, Rich & Leanne Reel, Douglas Smith & Stephanie Ellis-Smith, Thomsen Family Foundation, Wells Fargo

$50,000-$99,999
- Ginger Ackerley, Bullitt Foundation, Committee of 33, Mike Halperin & Jodi Green, Bruce & Gretchen Jacobson, Carla & Don Lewis, Eleanor & Charlie Nolan, Pohlad Family Fund, Stephen & Paula Reynolds, Stuart & Lee Rolle

$25,000-$49,999

$10,000-$24,999

$5,000-$9,999

$1,000-$4,999

$500-$999

$250-$499

$100-$249

Under $100

Note: Philanthropic levels reflect cumulative gifts.
BOARD OF DIRECTORS

Mary Bass | Wells Fargo
Carol M. Binder | Community Volunteer
Tom Byers | Cedar River Group
Chris DeVore | Founders’ Co-op
Gene Duvernoy | Forterra
Stephanie Ellis-Smith | Phila Engaged Giving
Leonard Forsman | The Suquamish Tribe
Olive Goh | Citi Private Bank
Paul Goodrich | Madrona Venture Group
Patrick Gordon | ZGF Architects LLP
Nicole Grant | MLK Labor
Seth Grizzle | graypants
Leslie Hanauer | Nick and Leslie Hanauer Foundation
Sandra Jackson-Dumont | Lucas Museum of Narrative Art
Gerry Johnson | Pacifica Law Group LLP
Falona Joy | SNP Strategies, Inc.
Paul Keller | Mack Real Estate Development
Martha Kongsgaard | Kongsgaard-Goldman Foundation
Dan Kuly | Kuly Struble
Carlo Lewis | Community Volunteer
Kyle McCoy | Goldman Sachs
Lori Metcalf | Seattle Academy
Kollin Min | Bill & Melinda Gates Foundation
Glenn Nelson | The Trail Posse
John Nesholm | LMN Architects
Jeannie Nordstrom | Civic Leader and Philanthropist
Estela Ortega | El Centro de la Raza
Bob Ratcliffe | Silver Creek Capital Management
Stuart Rolfe | Wright Hotels, Inc.
Charley Royer | Former Seattle Mayor
Ryan Smith | Martin Smith, Inc.
Louie Ungaro | The Muckleshoot Tribe
Maggie Walker | The Walker Family Foundation
Brady Piñero Walkinshaw | Grist
Charles Wright | Merrill Gardens, LLC
David Wu | Woodland Park Zoo

BUILDING SOMETHING GREAT TOGETHER

CONTACT US : info@friendsofwaterfrontseattle.org
SIGN UP : friendsofwaterfrontseattle.org

Image: James Corner Field Operations courtesy of City of Seattle